

**PUC Commercial
Survey:
Report of Findings**

October, 1998

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Introduction

The Maine Legislature enacted P.L. 1997, Chapter 316, (“An Act To Restructure the State’s Electric Industry”) in 1997, significantly changing the way residents, businesses and non-profit entities within the state choose their electricity generating provider. In recognition of the challenges restructuring will pose, the Maine Public Utilities Commission (MPUC) was directed by the legislature to develop a statewide education plan to provide Maine people with the information they need to make informed choices.

NL Partners, Inc. a Portland based strategic marketing and advertising firm has been retained by the Maine Public Utilities Commission (MPUC) to examine public awareness and attitudes surrounding the advent of restructuring of the electric power industry and to develop a plan to inform the public and private sectors concerning these changes.

Critical Insights, Inc., a strategic marketing research and public opinion research firm based in Portland, has been retained to provide strategic research and planning to assist in that effort. Critical Insights’ research into the levels of awareness of restructuring, and the scope and degree of concern generated as a result of the changes in the way electrical power is purchased will inform and shape the education plan.

This report summarizes findings from the survey of the **commercial sector**, the third of three research efforts conducted by Critical Insights to provide strategic direction to the education and outreach efforts. Additional research is being conducted simultaneously among the residential and municipal constituencies. The findings from those research efforts will be reported separately.

This final report of findings from the General Public phase of the research effort contains strategic implications for the MPUC. Data is represented in several ways. This volume includes the summary of findings and implications, with strategic considerations highlighted in the text. Summary tables are presented in an appendix, depicting the results of the interviews by question and divided into subgroup responses. (It should be noted that not all percentages will add to 100% due to rounding.). Summary graphs and charts are included throughout the report which illustrate the overall findings of this research, positioning the data to allow comparisons of subgroup responses.

Objectives

There are several key objectives which this research will satisfy. These objectives are presented by category as follows:

- To establish a baseline of attitudes and awareness among municipal, small business and residential utility consumers within the State regarding the introduction of retail competition in the electric industry.
- To identify specific areas of confusion or concern regarding the pending restructuring, and to identify specific messages which will both inform the various consumer groups about the retail competition, and will alleviate any concerns regarding their ability to procure electrical power.
 - To quantify the importance assigned to the specific aspects of industry restructuring, by the various consumer groups, and to document any changes in expectations over time.
- To determine the levels of demand and appeal for any additional support or resources which would help small businesses and residential consumers to better understand the impact of retail competition in the electrical utility industry in order for them to make informed decisions regarding their electrical utility carrier.
- To assess levels of satisfaction among small businesses and consumer groups in the State regarding support or resources currently available to them for these purposes.
- To accurately gauge the specific issues which should be addressed in the proposed multi-media educational campaign focusing on educating consumers at all levels of the implications of the utility restructuring.
- To analyze the significance of any changes in knowledge, attitudes and perceptions regarding the introduction of retail competition for electrical power, in order to understand any differences in reaction among various areas or industry groups within the State.
- To identify any perceived obstacles or disincentives that may exist which would impact the manner in which the restructuring is viewed.

Methodology

This baseline research is intended to provide a quantifiable gauge of the levels of awareness and prevailing attitudes regarding restructuring within Maine's commercial sector. A subsequent ("benchmark") research effort will document shifts in those attitudes and awarenesses over time, and following exposure to the educational campaign.

A total of 315 telephone interviews were conducted among commercial entities in the State of Maine between October 7 and October 27, 1998.

This survey of municipalities yielded data with an error range of ± 4.7 percentage points at the 90% confidence level for the entire sample. Data was weighted by regional population so as to accurately reflect the entire state. Data for each region has an associated error range of ± 9.8 percentage points at the 90% confidence level.

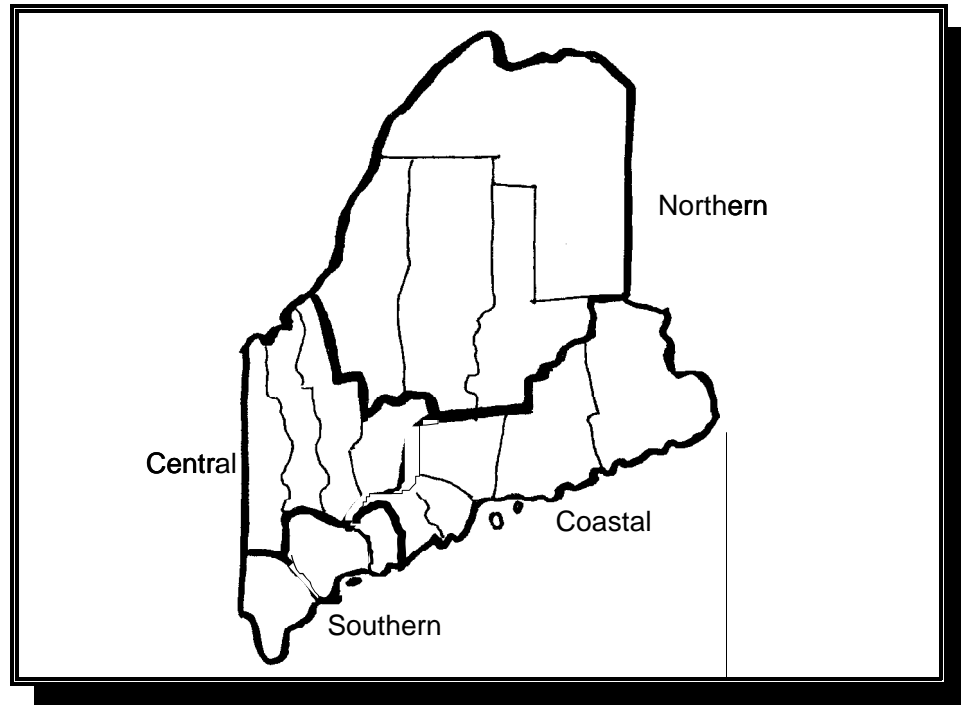
The survey was structured so as to provide quantifiable data regarding awareness, perceptions and evaluative criteria of interest to the PUC and to NL Partners.

Sample selection was accomplished through a computer generated random digit dialing method. In order to qualify for inclusion in the survey, a respondent must be responsible or share responsibility for making decisions regarding the purchasing of commercial electricity for his/her company or organization. In addition, respondents could not be affiliated with an energy marketing company or electric utility, a market research firm, advertising agency, or any form of journalism (print or media)

Total confidentiality of respondents' identities and their responses was guaranteed to all participants. Average interview time was 17 minutes, and did not appear to vary by category of company or organization

Maine, being a large and diverse state, was geographically divided into three discrete regions. These regions were:

- 1 Southern: (York, Sagadahoc, Cumberland Counties)
2. Central and Coastal: (Androscoggin, Franklin, Kennebec, Oxford, Hancock, Knox, Lincoln, Waldo, Washington Counties)
3. Northern: (Aroostook, Penobscot, Piscataquis, Somerset Counties)



All interviewing was conducted from a centrally located calling center. Strict control of project work was exercised through validation of at least 15% of each interviewer's work. In addition, results of telephone interviews were reviewed by a field supervisor within 24 hours of completion and any callbacks required to clarify responses were made immediately.

A copy of the questionnaire used in this research is appended to this report.

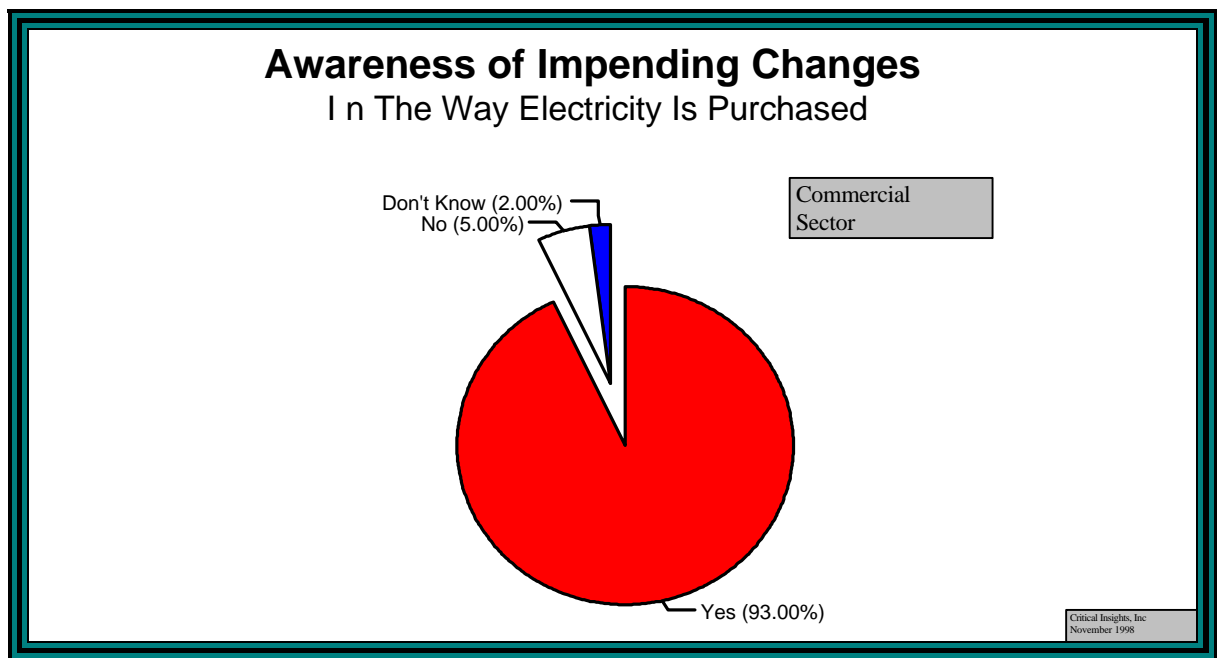
Findings

Awareness and knowledge about restructuring

This statewide survey is representative of the entire population of Maine's commercial entities:

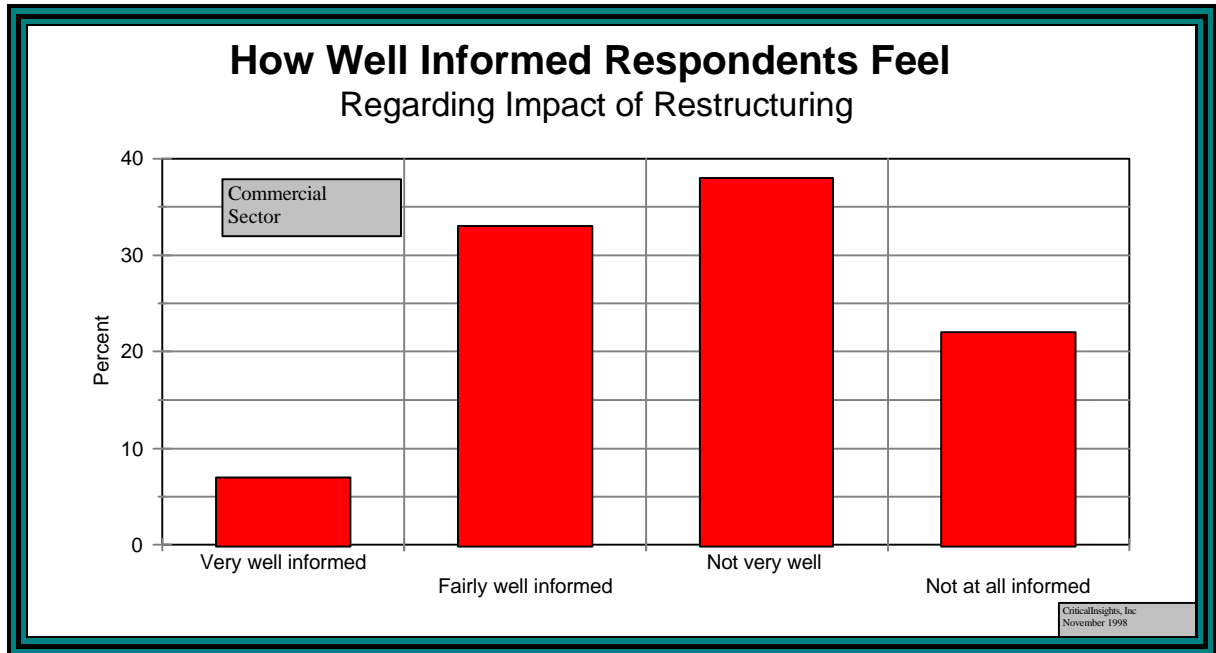
- 65% are customers of CMP
- 23% are customers of Bangor Hydro
- 8% are customers of Maine Public Service
- 4% mentioned another company

Respondents were initially queried regarding their awareness of any impending changes in the way that electricity is purchased. The following graph illustrates the profile of awareness as represented by this sample of the commercial sector:



- Almost all (93%) of the respondents in the commercial sector sample are aware that changes are coming in the way electricity is purchased.
- Awareness is highest in Northern/Downeast Maine (96%)
- Awareness is lowest in Central/MidCoast Maine (88%)
- Awareness increases in tandem with company size and average monthly power costs.
- Awareness is also higher among general managers and operations managers than among owners and presidents.

Next, respondents were informed that restructuring would involve changes in the way they purchased electricity, and were asked how well-informed they consider themselves to be concerning these impending changes. The following graph captures their sentiments regarding how well informed commercial sector respondents feel:



- Despite the initial high awareness of changes relating to restructuring, less than half (40%) of these respondents consider themselves to be very well or fairly well informed about the coming changes
 - 7% consider themselves to be “very well informed”
 - 38% consider themselves to be not very well informed
 - Another 22% consider themselves to be not at all informed
 - Lack of information is highest in Southern Maine and among the smaller companies

Respondents were next asked to describe the changes anticipated with restructuring in the electrical industry in their own words, in order for this research effort to capture any misinformation that may exist surrounding the issue of restructuring.

- The most frequent response (26%) was that there will be different generating sources from which to choose
 - 19% of the sample mentioned the competing companies, clearly a reference to the introduction of retail choice.
 - 17% of these respondents expect that costs will decrease.
 - 17% say they will be “changing companies”
 - 8% of these commercial sector respondents noted that they will need time to talk to different vendors
 - 8% mention “deregulation...like the phone companies”
 - 6% anticipate there will be very little change
 - 4% expect confusion
 - 4% fear prices might go up
 - 25% had no answer

Concerns and expectations concerning restructuring

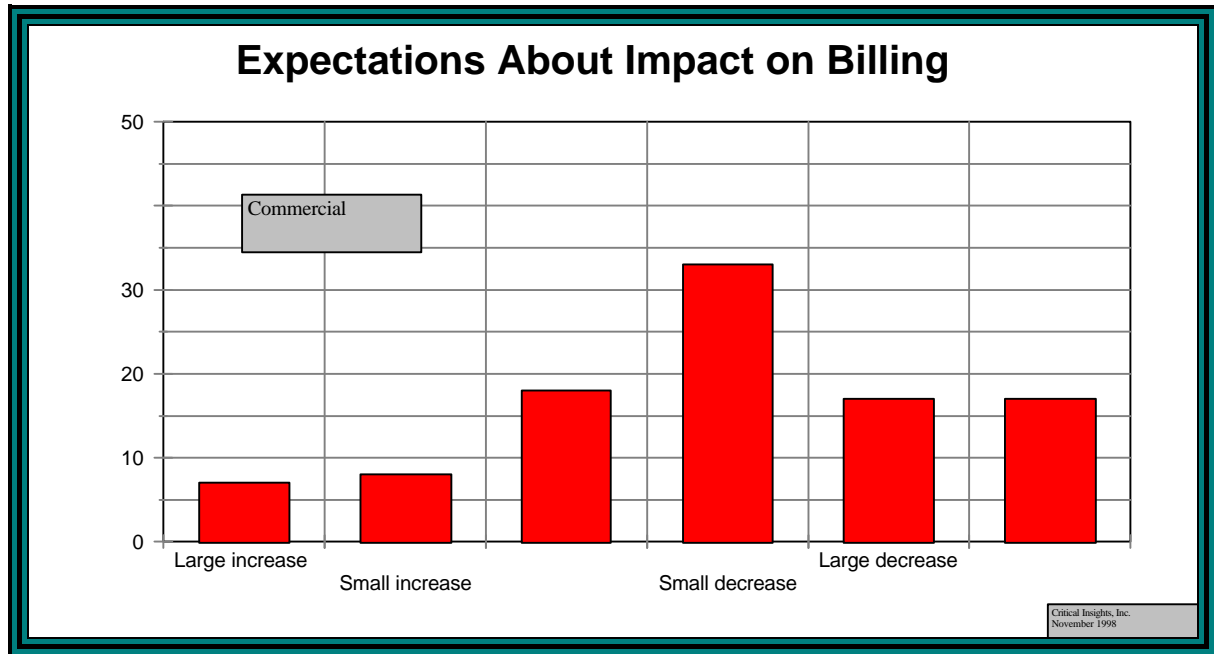
Respondents were given the following information:

The changes are intended to bring competition and customer choice to the electric utility industry in Maine. As it now stands, electric service consists of two parts: The generation of electrical power at power plants and the distribution of power — actually moving the electricity through power lines from the generating power plant to your home. Under the new structure, you will be able to choose among competing electric generation companies to supply you with electricity.

Respondents were then asked, “Assuming that there will be a number of differences, including price and other features, among the various electric generation companies, how likely would you be to explore the various alternatives?”

- The majority (56%) of respondents noted that they are very likely to explore alternatives
 - Another 27% consider themselves somewhat likely to do so.
 - Only 8% are not very or not at all likely to explore alternatives.

Respondents were next queried about any expectations that restructuring would impact their monthly electric utility bill, either increasing or decreasing it. The following graph captures these expectations:

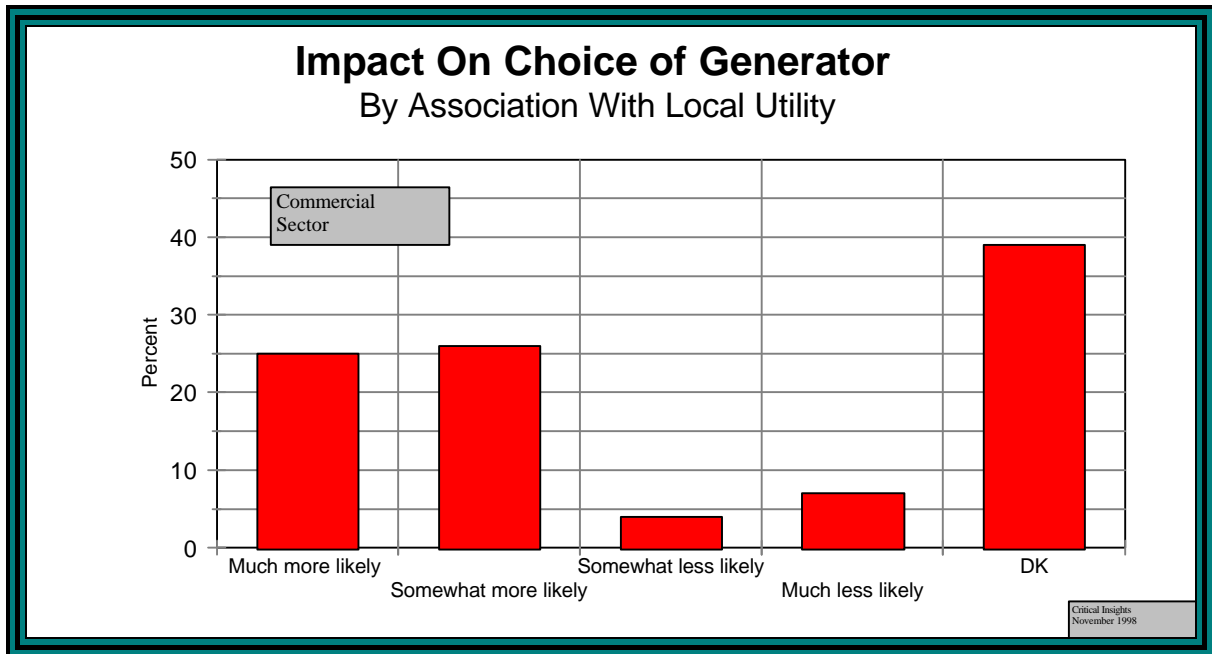


- About 15% of all respondents noted that they expect monthly bills to increase; 7% expect bills to increase by a large amount
 - 18% expect bills to remain the same
 - 33% expect a small reduction in the amount of the bill
 - 17% expect a large reduction
 - 17% did not venture an opinion
- Smaller companies with lower energy costs appear to be more concerned about restructuring, at least in terms of anticipated costs, with over 20% expecting an increase in bills

Respondents were next asked to indicate the amount of savings they would have to realize in order to cause them to switch to another electric generation company.

- Despite interest in exploring alternatives, respondents say it would take (on average) a 17% reduction in their electric bills to cause them to switch to another generation company

Respondents were next questioned as to whether the fact that a potential generating company were associated with a local utility, (such as Central Maine Power Company, Bangor Hydro-Electric, or Maine Public Service Company), would impact their decision regarding selection of a supplier of electrical power. As the following graph illustrates, over half of these commercial sector respondents indicated that the affiliation would have some impact:



- According to these respondents, affiliation with a local utility would increase the likelihood of their choosing that electric generation company, with 25% stating they were much more likely to choose such a company, plus another 26% who indicated they were somewhat more likely to choose that company.
- However, 39% of these respondents did not know whether that affiliation would impact their decision.

Next, survey respondents were asked to indicate (in their own words) what kind of an impact they thought electric restructuring will have on the residents of Maine.

- The leading (28%) expectation about the impact of restructuring is that it will be confusing.

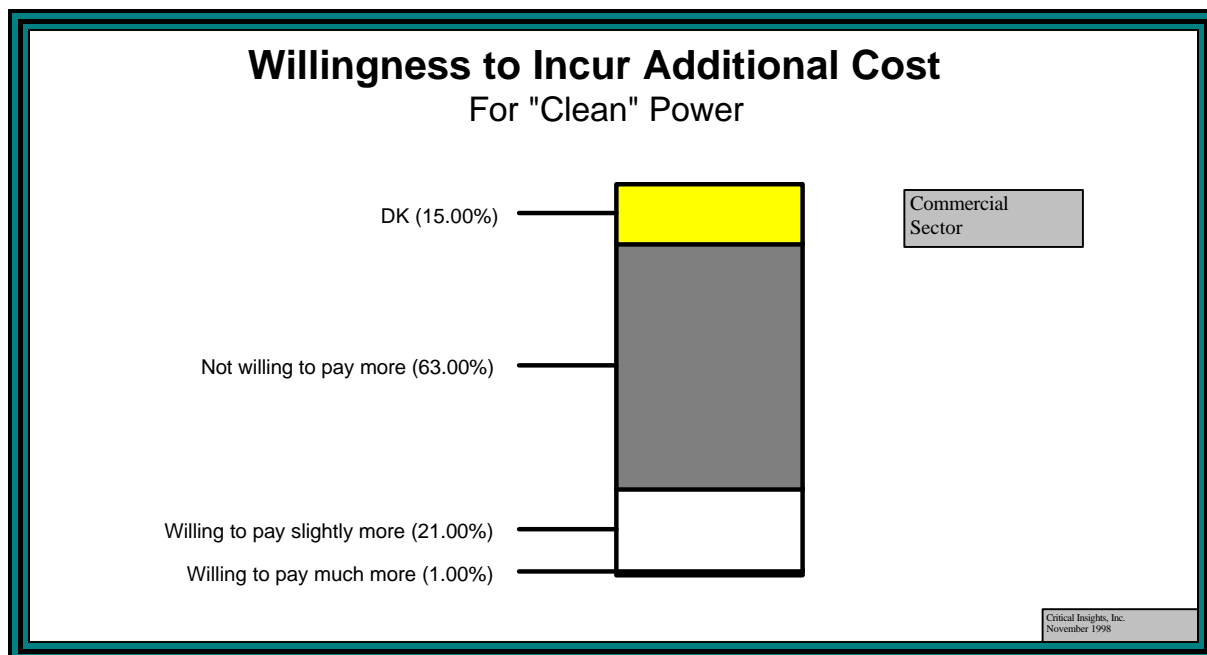
- A fourth of the sample are hoping for a rate reduction
- 12% feel frustration or anger
- 11% believe companies will bombard people at home
- 10% fear that the cost will be going up
- 8% sense they will have choices to make
- 6% see no or minimal impact
- 6% see a need for education
- 5% say folks will have to adjust

The next series of questions probed comparative levels of concern with various aspects of electric power as they relate to industry restructuring. Participants in this survey were asked to indicate their levels of concern, by assigning a rating between 1 and 7, where a “1” indicated that the item was of no concern, and a “7” indicated that the item was of great concern to them. The following table summarizes their responses:

Reliability of electrical service	5.7
Quick restoration of electricity after outages	5.6
Price fluctuations up or down	5.6
Electric quality (power surges, voltage fluctuations)	5.5
Insufficient information from electric generation companies to allow you to make an intelligent choice	5.1
Confusing advertising from new electric generation companies	4.9
Receiving adequate information from the new vendors about energy conservation plans	4.4
Environmentally friendly electric supply	3.9

- Several items are of more importance in the Southern region of Maine:
 - Reliability of electrical service
 - Quick restoration of electricity after outages
 - Price fluctuations up or down
 - Electric quality (power surges, voltage fluctuations)
 - Environmentally friendly electric supply

Respondents were asked if they would be willing to pay extra for “environmentally clean” electricity. As the following graph illustrates, less than a quarter of these commercial sector respondents indicated any willingness to pay much more for environmentally clean power generation:



- 22% would be willing to pay more (although almost nobody — 0.8% — would pay “much more”) to receive electricity generated from an environmentally clean fuel supply, such as wind power, solar, or water power
 - 64% would not be willing to pay any more
 - A fairly large group, 15%, did not know
 - Unwillingness to pay more is greater among larger businesses and those with higher electric bills

Respondents were next presented with a list of statements that could be either true or false and were asked to indicate whether they thought each was true or not. This measure is important in that it provides a quantifiable gauge of actual knowledge relating to restructuring at a point in time prior to the rollout of the educational campaign. The table on the following pages summarizes the responses to this query, indicating where serious misperceptions exist:

➤ Knowledge about restructuring is very weak (correct answers in **boldface**)

	<u>True</u>	<u>False</u>	<u>Unsure/DK</u>
! If a customer does not switch to one of the new electric generation companies, that customer will continue to deal only with their local utility.	24%	49%	27%
! Under the new structure, the price of electricity is guaranteed to be lower than the price you pay today.	8	75	17
! Under the new structure, the cost to transmit and deliver electricity to your home or business will continue to be regulated by the Public Utilities Commission.	66	10	24
! Customers can choose to continue to receive electricity in the same way as before by not switching to one of the new competitive electric generation companies.	23	53	24
! Under the new structure, the new competitive electric generating companies will be responsible for repairs of poles and power lines following an outage.	17	49	34
! In order to switch to one of the new competitive electric generating companies, customers must first notify their current local utility company.	36	29	35
! If a customer does not switch to one of the new electric generating companies, a provider will be chosen for you.	64	15	21
! Once a provider has been chosen for a customer, that customer is NOT able to switch to one of the new competitive electric generation companies.	3	79	18

It is important to note that there are two areas where commercial sector respondents were most lacking in accurate knowledge:

- ! There is an erroneous belief that “doing nothing,” either by choice or by omission will result in no change to their electrical service.
- ! There is a fair amount of misinformation or lack of awareness about the actual nature of restructuring among business leaders.

	<u>Wrong Answer Plus Don't Know</u>	<u>Among those with an opinion</u>
! In order to switch to one of the new competitive electric generating companies, customers must first notify their current local utility company.	64%	45%
! Customers can choose to continue to receive electricity in the same way as before by not switching to one of the new competitive electric generation companies.	47	31
! If a customer does not switch to one of the new electric generation companies, that customer will continue to deal only with their local utility.	51	33
! If a customer does not switch to one of the new electric generating companies, a provider will be chosen for you.	37	19
! Under the new structure, the cost to transmit and deliver electricity to your home or business will continue to be regulated by the Public Utilities Commission.	34	14
! Under the new structure, the new competitive electric generating companies will be responsible for repairs of poles and power lines following an outage.	51	25
! Under the new structure, the price of electricity is guaranteed to be lower than the price you pay today.	25	10
! Once a provider has been chosen for a customer, that customer is NOT able to switch to one of the new competitive electric generation companies.	21	4

Respondents were next asked to indicate when they thought restructuring would occur:

- It is commonly believed that restructuring will not occur until (at earliest) the second half of next year
 - Only 3% believe it will occur before then
 - 52% believe it will happen the second half of next year or the first half of the year 2000
 - 17% believe it will occur during the second half of 2000, or later
 - 28% do not know

Next, respondents were told that electric power has two basic components — the generation or creation of the electricity (the power plant) and the distribution of the electricity (the poles and transmission lines). They were asked if they could estimate the percentage of their electric bill that goes toward *generation* of electricity.

- Less than one-quarter (22%) of those interviewed were able or willing to give an estimate of the percentage of their electric bill that goes for the generation of electricity.
- The average estimate was 37%

Respondents were also asked who they would call under the new structure if their electricity went out.

- If the power were to go out under a restructured environment, most of these commercial sector respondents (74%) would call their local utility.
 - 5% would call the new electric generation company
 - 22% were unsure who to call or did not know
 - Businesses in Southern Maine were particularly likely (85%) to call the local utility, compared to Northern/DownEast Maine (63%), who were more likely to be unsure who to call

Learning about restructuring

The respondents were asked to rate ways in which information about restructuring could be communicated to them.

- Effectiveness of various communicating media were evaluated using a seven-point scale, on which a “7” indicated that the medium was considered to be “very effective”

Regional public information meetings	5.7
A letter or mailing to your business	5.6
A toll-free (1-800) telephone number	5.4
Newspaper articles	5.2
Television news	5.1
Television commercials	4.7
Public-access television program	4.5
Newspaper advertisements	4.5
A website on the Internet	4.4
Brochures via employers, schools, libraries, town offices	4.3
Flyer included with monthly bill	3.8

- Regional public information meetings and letters or mailings are seen as the most effective way to communicate.
 - An 800 number and television news and newspaper coverage followed in effectiveness.
 - The method considered to be least effective was a flyer included with the monthly bill
- The likelihood of attending public meetings held at or sponsored by various groups and organizations was evaluated using a seven-point scale, on which a “7” indicated that the respondent would be “very likely” to go

Local Chamber of Commerce	4.1
Small business advocate groups	4.0
Maine Public Utilities Commission (PUC)	3.7
Maine Chamber & Business Alliance	3.6
Rotary	2.6

- Local Chambers of Commerce and small business advocate groups are preferred.
- The PUC and the Maine Chamber were next in preference

Respondents were asked a series of questions exploring their experience with other businesses in aggregating buying power.

- Almost all (96%) have not been approached by other commercial users regarding an electric power purchase consortium.
- About 2% have already formed such a group
- About a thirds (38%) are somewhat or very likely to join such a group
 - 34% are not very or not at all likely to join such a group (16%: Not at all likely)
 - 28% do not know

Respondents were asked if they had participated in any alternative energy-producing programs.

- 1% have participated in a co-generation program
 - All participants were in Southern Maine
- Less than 1% have relied on alternative fuels such as wood, propane, etc.
 - All participants were in Southern Maine

To conclude the interview, respondents were asked if they had any special needs regarding electric issues. The largest percentage (50%) had nothing further to say.

- 19% expressed a need for sufficient education and honest communication
- 12% expressed concerns about rates
- 12% want to be sure that service needs are met and that there is quick recovery from outages
- 8% seek lower costs

Summary and Recommendations

Key Findings

- Awareness of upcoming changes in the electric power industry is very high among business leaders. Almost all of the sample claim knowledge concerning restructuring.
- Despite the high awareness level, there is a very low level of perceived information concerning restructuring. Over half consider themselves to be not very or not at all informed about these issues.
- Many of the particular beliefs concerning upcoming changes are inaccurate.
- Most people appear to be very likely to explore the alternatives open to them, Cost is the single most critical factor in these explorations; the average savings required to motivate them to switch suppliers is about 17%.
- Almost half of the business managers expect at least a small reduction in their electric bills. The remainder are split as to whether their bills will increase or remain the same.
- Concerns surrounding restructuring are those which are probably most important today — reliability of electric service, rapid restoration, price fluctuations and quality of electricity.
- “Environmentally-clean” electricity appeals to about one out of five businesses. Most of the remainder are unwilling to pay more.
- Specific examination of beliefs concerning restructuring reveal that the most confusing element of the offer is the belief that the default if no action is taken by the customer is that nothing will change.
- Regional public meetings and television news along with newspaper articles are the strongest means to reach municipal managers with information.
- Regional public meetings would be best received if they were sponsored and/or located at the local Chambers of Commerce or small business advocate groups..

Implications

For the commercial sector, the data has the following implications:

- Although there is a fairly high level of perceived awareness of restructuring, there is still a considerable amount of information to be disseminated before commercial entities may be considered to be “adequately informed.”
- The greatest gap in knowledge lies in the presentation of options and the fact that choices will be made for businesses if they do not act to make them first.
- Messages need to be crafted which will dispel the erroneous assumptions business decision-makers are currently making regarding restructuring.
- Regional public meetings sponsored and/or located at the local Chambers of Commerce, business advocacy groups, the Maine Chamber and Business Alliance or the MPUC are the best outlets for such information.

Detailed Tables

Public Utilities Commission -- Commercial Survey -- October 1998

"As far as you know, is the way you buy electricity in the future going to change?" (Q. 1)

			Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
			TOTAL	Southern	Central/ Mid- Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE	BASE	SIZE	315	119	80	116	53	52	187	218	60	179	136	158	105	53
Yes			92.7	92.5	87.9	96.3	77.2	89.6	97.1	91.6	92.4	90.4	95.8	89.6	95.3	96.9
No			5.3	7.5	7.1	1.9	18.2	6.8	1.9	6.8	3.1	7.2	2.8	8.4	2.6	1.5
Don't know/no answer			2.0	0.0	5.1	1.9	4.6	3.6	1.0	1.6	4.5	2.4	1.4	2.1	2.1	1.5

"How well informed are you about the changes that will affect the way in which you will purchase electricity?" (Q. 4)

			Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
			TOTAL	Southern	Central/ Mid- Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE	BASE	SIZE	315	119	80	116	55	51	187	220	59	180	135	159	104	53
Very well informed			7.2	3.7	8.1	10.3	1.5	8.0	9.0	8.3	7.9	6.1	8.8	6.2	4.7	15.6
Fairly well informed			32.6	27.1	35.4	36.4	23.4	31.2	38.6	33.0	37.7	26.8	40.4	29.4	36.2	35.2
Not very well informed			38.1	34.6	36.4	43.0	48.3	40.9	34.9	37.5	34.0	38.2	37.9	35.1	46.9	29.9
Not at all informed			22.0	34.6	20.2	10.3	26.8	19.9	17.5	21.1	20.3	28.9	12.9	29.3	12.2	19.3
Don't know/no answer			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Critical Insights, Inc.; Portland, Maine

"In your own words, please describe the upcoming changes that you expect to see in the way you buy electricity and the choices that you will have." (Q. 5)

		Region						Power cost as a percent of budget		Business Classification		Respondent's title			
		Average monthly power cost													
		TOTAL	Southern	Central/ Mid- Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE	BASE SIZE	317	121	81	116	55	52	187	220	60	181	136	160	105	53
We'll have different sources to choose		25.9	22.2	23.0	31.8	22.9	19.2	31.7	27.6	27.1	18.4	35.9	18.7	30.0	39.6
There will be competing companies		19.0	10.2	22.0	26.2	4.0	15.6	26.7	20.4	20.3	15.2	24.2	15.6	26.4	14.9
Costs will come down		16.7	11.1	25.0	16.8	16.2	20.4	12.8	18.1	6.8	16.7	16.8	15.5	15.3	23.3
We'll be changing companies		16.6	12.0	11.0	25.2	4.0	20.2	19.5	16.3	9.4	16.5	16.7	15.0	22.7	9.2
Need time to talk w/different vendors		7.7	9.3	7.0	6.5	8.1	13.6	6.9	10.2	3.2	9.8	4.8	11.5	3.6	4.2
Deregulation/selling like phone companies		6.2	1.9	8.0	9.3	2.0	10.4	6.9	6.1	10.3	5.7	6.8	6.1	6.4	5.7
Little change		5.6	8.3	7.0	1.9	21.3	4.3	2.1	6.9	4.5	8.8	1.4	8.8	1.8	3.7
Confusion		4.4	2.8	5.0	5.6	4.0	5.2	4.8	4.6	3.1	4.4	4.4	3.6	5.7	4.1
Billing changes		3.9	1.9	2.0	7.5	6.0	4.1	3.8	4.0	4.5	3.6	4.4	3.4	6.7	0.0
Costs might go up		3.6	2.8	6.0	2.8	8.4	5.2	2.2	4.0	4.5	5.1	1.6	3.6	4.4	2.1
Join w/other town(s) aggregate buy power		0.5	0.0	2.0	0.0	1.5	0.0	0.4	0.7	0.0	0.4	0.6	0.5	0.0	1.5
Don't know/no answer		24.9	45.4	14.0	11.2	38.5	21.5	19.8	21.5	34.7	28.4	20.3	27.0	18.9	30.6

Critical Insights, Inc.; Portland, Maine

"Assuming that there will be a number of differences, including price and other features, among the various electric generation companies, how likely would you be to explore the various alternatives?" (Q. 6)

	Region							Average monthly power cost		Power cost as a percent of budget	Business Classification		Respondent's title		
	TOTAL	Southern	Central/ Mid- Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other	
SAMPLE BASE SIZE	317	121	81	116	55	52	187	220	60	181	136	160	105	53	
Very likely	56.1	63.0	62.0	44.9	46.6	50.2	58.0	52.0	59.8	50.2	64.0	56.5	52.0	63.0	
Somewhat likely	27.3	28.7	23.0	29.0	38.0	25.0	26.9	28.3	27.9	29.7	24.3	27.7	30.1	20.8	
Not very likely	3.7	2.8	5.0	3.7	5.5	1.5	3.8	3.6	5.0	3.3	4.2	2.4	4.4	6.2	
Not at all likely	4.6	3.7	3.0	6.5	5.9	4.2	3.8	5.1	5.5	6.9	1.4	6.5	2.1	3.7	
Don't know/no answer	8.3	1.9	7.0	15.9	4.0	19.1	7.5	11.0	1.8	9.9	6.2	7.0	11.3	6.2	

Critical Insights, Inc.; Portland, Maine

"As a result of the changes in the way you buy electricity, would you expect your monthly bill to..." (Q. 7)

	Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
	TOTAL	Southern	Central/ Mid-Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE BASE SIZE	317	121	81	116	55	52	187	220	60	181	136	160	105	53
Increase by a large amount	6.9	3.7	7.0	10.3	11.0	7.7	5.9	8.1	5.8	9.3	3.8	4.9	9.6	7.8
Increase by a small amount	8.4	13.9	3.0	6.5	11.0	10.0	7.6	9.7	5.5	10.5	5.6	10.0	7.1	6.2
Remain the same	17.6	14.8	20.0	18.7	27.2	23.3	14.0	18.3	22.2	19.0	15.7	21.7	11.7	16.8
Decrease by a small amount	33.0	49.1	32.0	16.8	36.9	28.8	31.6	29.7	33.7	36.1	28.8	34.5	29.5	35.1
Decrease by a large amount	17.3	7.4	18.0	27.1	6.8	13.0	19.8	16.6	18.4	8.1	29.6	12.4	21.2	24.2
Don't know/no answer	16.8	11.1	20.0	20.6	7.0	17.2	21.0	17.8	14.5	17.0	16.6	16.4	20.9	9.9

"Assuming that your monthly electric bill would go down, how much of a savings in your electric bill would it take to cause you to switch to another electric generation company?" (Q. 8)

	Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
	TOTAL	Southern	Central/ Mid-Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE BASE SIZE	279	121	72	87	53	45	158	187	55	159	120	144	88	47
Required savings	16.8	18.0	16.6	15.3	17.1	16.0	16.4	16.5	16.8	17.0	16.4	18.0	13.9	18.3

Critical Insights, Inc.; Portland, Maine

"If the electric generation company you were considering were associated with a local utility, such as CMP, Bangor Hydro, or...how would that affect your decision which to choose?" (Q. 9)

	Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
	TOTAL	Southern	Central/ Mid-Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE BASE SIZE	316	121	81	115	55	51	187	218	60	181	135	160	104	53
Much more likely to choose company	24.7	26.9	23.0	23.6	28.3	33.7	23.0	26.0	22.7	25.4	23.7	23.2	32.2	14.5
Somewhat more likely to choose company	25.7	27.8	23.0	25.5	23.5	12.6	30.6	26.4	19.4	21.5	31.4	24.3	23.8	34.0
Somewhat less likely to choose company	3.9	6.5	3.0	1.9	0.0	5.3	5.2	2.8	6.9	3.2	4.9	6.4	1.1	2.1
Much less likely to choose company	6.5	6.5	9.0	4.7	7.5	7.4	6.3	6.3	4.5	4.8	8.7	6.0	7.3	6.2
Don't know/no answer	39.2	32.4	42.0	44.3	40.7	40.8	34.9	38.6	46.6	45.1	31.3	40.2	35.6	43.3

Critical Insights, Inc.; Portland, Maine

Public Utilities Commission -- Commercial Survey -- October 1998

"In general, what kind of an impact do you think electric restructuring will have on the residents of Maine?" (Q. 10)

	Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
	TOTAL	Southern	Central/ Mid-Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE BASE SIZE	317	121	81	116	55	52	187	220	60	181	136	160	105	53
Confusing	28.2	36.1	22.0	24.3	29.4	27.7	30.1	27.5	39.6	29.7	26.2	30.4	22.4	33.0
We're hoping for a rate reduction	24.5	13.9	30.0	31.8	22.2	25.2	23.8	25.9	15.2	24.8	24.2	22.9	26.7	25.3
Frustration/anger	11.8	7.4	14.0	15.0	0.0	27.0	12.1	12.3	12.6	12.0	11.7	11.2	12.2	13.0
Companies will bombard people by phone	11.2	13.0	14.0	7.5	12.0	11.9	10.7	12.3	9.6	11.5	10.9	16.6	6.5	4.2
Fear of cost going up	9.9	9.3	9.0	11.2	2.9	7.2	12.9	9.9	7.1	7.0	13.7	8.2	8.6	17.7
They'll have choices to make	8.3	5.6	11.0	9.3	14.4	12.1	6.5	7.7	10.3	8.9	7.5	8.0	11.9	2.1
No or minimal impact	6.4	3.7	9.0	7.5	10.8	3.1	6.8	5.6	9.9	7.5	5.0	8.3	5.7	2.1
Need to be educated	6.4	2.8	9.0	8.4	7.5	7.2	6.6	6.3	10.8	5.7	7.4	5.0	9.3	5.1
Folks will have to adjust	5.5	2.8	4.0	9.3	4.0	6.3	6.4	6.5	3.2	5.1	6.0	3.4	9.6	3.6
Cost concerns	4.6	2.8	6.0	5.6	0.0	3.6	6.8	3.8	6.7	3.2	6.6	3.8	5.2	6.2
Service	1.3	2.8	1.0	0.0	0.0	4.3	1.0	0.0	1.3	1.2	1.4	2.1	0.8	0.0
Esp. hard on elderly and fixed incomes	0.9	0.0	1.0	1.9	0.0	1.5	1.2	1.0	0.0	0.4	1.6	0.5	2.1	0.0
Gas pipeline will allow our own gen'tr	0.4	0.9	0.0	0.0	0.0	0.0	0.6	0.5	0.0	0.0	0.8	0.7	0.0	0.0
Billing changes	0.3	0.0	0.0	0.9	0.0	0.0	0.6	0.5	0.0	0.0	0.8	0.0	1.0	0.0
Don't know/no answer	13.2	24.1	8.0	5.6	22.5	5.7	9.6	11.9	15.5	15.1	10.8	15.0	9.2	15.8

Critical Insights, Inc.; Portland, Maine

Public Utilities Commission -- Commercial Survey -- October 1998

Ratings of concern about various aspects of new structure (Q. 11)
 (Seven-point scale: 1 = "no concern at all;" 7 = "of great concern")

	Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
	TOTAL	Southern	Central/ Mid-Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE BASE SIZE	317	121	81	116	55	52	187	220	60	181	136	160	105	53
Reliability of electric service	5.7	6.7	5.7	4.5	6.3	5.4	5.4	5.5	5.6	5.9	5.3	6.0	5.1	5.9
Quick restoration of power after outages	5.6	6.8	5.7	4.3	6.3	5.5	5.3	5.5	5.7	5.9	5.3	6.0	4.9	5.8
Price fluctuations up or down	5.6	6.1	5.8	4.8	5.8	5.3	5.5	5.4	5.8	5.7	5.4	5.8	5.0	5.8
Electric quality (surges, uneven v.)	5.5	6.6	5.6	4.3	6.1	5.2	5.3	5.4	5.6	5.7	5.2	5.8	4.9	5.8
Insufficient choice info from elec. co.	5.1	5.3	5.4	4.7	5.3	5.3	5.0	5.1	5.2	5.2	5.0	5.3	4.9	5.2
Confusing advertis'g from new elec. co.	4.9	4.9	5.1	4.7	5.1	5.1	4.8	4.9	4.9	5.0	4.7	5.0	4.6	5.0
Adequate info re: energy conservation	4.4	4.6	4.7	4.1	4.8	4.9	4.2	4.5	4.6	4.6	4.2	4.5	4.2	4.8
Environmentally friendly elec supply	3.9	4.6	3.9	3.0	5.0	3.9	3.4	3.8	3.8	4.2	3.4	4.0	3.3	4.4

Critical Insights, Inc.; Portland, Maine

"Would you be willing to pay to receive electricity generated from an environmentally clean fuel supply such as wind power, solar, or water power? If so, would your municipality..." (Q. 12)

	Region							Power cost as a percent of budget		Business Classification		Respondent's title		
	TOTAL	Southern	Central/ Mid- Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE BASE SIZE	315	121	80	115	55	52	185	218	60	179	136	159	104	53
Be willing to pay much more than now	0.8	0.0	3.0	0.0	1.5	0.0	0.9	0.4	2.7	0.5	1.2	1.0	0.0	1.5
Be willing to pay slightly more	20.9	31.5	21.2	9.4	49.9	22.1	11.4	23.4	18.2	27.9	11.5	26.7	12.5	19.8
Be not willing to pay any more	63.6	61.1	66.7	64.2	37.9	64.5	72.5	61.0	68.7	59.0	69.7	57.4	70.5	68.8
Don't know/no answer	14.7	7.4	9.1	26.4	10.8	13.4	15.2	15.2	10.4	12.6	17.6	14.9	17.0	9.8

Critical Insights, Inc.; Portland, Maine

Opinions concerning statements about power restructuring (Q. 13)

	TOTAL	Belief concerning statement		
		True	False	Unsure/DK
If no switch, customer stays w/local u.	317 100.0	76 23.9	156 49.2	85 26.9
Price guaranteed to be lower than today	316 100.0	27 8.4	236 74.7	53 16.8
PUC will continue to regulate power cost	317 100.0	208 65.6	33 10.5	76 23.9
If no switch, customer is status quo	316 100.0	74 23.5	166 52.6	76 23.9
New companies handle pole and line repair	317 100.0	53 16.7	156 49.2	108 34.1
To switch, customer must notify local u.	316 100.0	115 36.3	92 29.1	109 34.6
If no switch, provider will be chosen	317 100.0	201 63.5	48 15.2	68 21.3
Once provider chosen switch can't be made	317 100.0	9 3.0	251 79.0	57 18.0

Critical Insights, Inc.; Portland, Maine

"When do you believe the new structure will be implemented?" (Q. 14)

	Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
	TOTAL	Southern	Central/ Mid-Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE BASE SIZE	317	121	81	116	55	52	187	220	60	181	136	160	105	53
Before end of 1998	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
First half of 1999	2.7	3.7	5.0	0.0	2.0	8.9	1.5	1.8	3.2	2.0	3.7	3.6	1.5	2.1
Second half of 1999	13.7	13.0	17.0	12.1	10.1	20.3	14.0	15.9	10.3	13.0	14.6	11.5	19.1	9.4
First half of 2000	38.7	24.1	37.0	55.1	17.2	38.5	46.9	37.8	45.6	28.7	52.1	34.8	41.4	45.0
Second half of 2000	10.3	13.0	13.0	5.6	17.9	10.9	7.6	11.0	5.9	12.1	7.8	10.7	9.3	10.9
Later than 2000	6.2	13.0	5.0	0.0	9.0	3.7	6.8	4.7	11.9	8.6	3.1	8.3	2.1	7.9
Don't know/no answer	28.4	33.3	23.0	27.1	43.7	17.8	23.3	28.8	23.1	35.7	18.7	31.0	26.4	24.6

"What percentage of your monthly electric bill do you think goes toward generation of electricity?" (Q. 15)

	Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
	TOTAL	Southern	Central/ Mid-Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE BASE SIZE	317	121	81	116	55	52	187	220	60	181	136	160	105	53
Gave percentage	21.8	25.9	24.0	15.9	39.3	17.8	19.7	23.1	19.4	21.6	22.0	28.0	9.4	27.3
Unsure	32.6	1.9	38.0	60.7	4.4	49.1	39.7	35.4	35.7	28.7	37.8	21.5	57.0	17.5
Don't know/no answer	45.7	72.2	38.0	23.4	56.3	33.1	40.6	41.6	44.8	49.7	40.3	50.5	33.5	55.2

Critical Insights, Inc.; Portland, Maine

"What percentage of your monthly electric bill do you think goes toward generation of electricity?" (Q. 15)

		Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
		Central/													
		Mid- Northern/				Under	\$200 to	\$400 and	Less	5% and	Small	Larger/	Owner/	General/	
TOTAL	Southern	Coast	Downeast	\$200	\$399	over	5%	over	business	comm'l/	Pres'dnt	Manager	Other		
SAMPLE BASE SIZE	70	31	19	19	22	10	37	51	13	40	30	46	10	14	
Generation percent	36.9	36.3	40.7	34.1	33.0	37.4	39.2	37.5	34.4	35.9	38.1	35.6	34.8	42.3	

"Under the new structure, if your electricity went out, who would you call?" (Q. 16)

		Power cost as a percent of budget							Business Classification		Respondent's title				
		Region				Average monthly power cost									
		TOTAL	Southern	Central/ Mid- Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE BASE SIZE		317	121	81	116	55	52	187	220	60	181	136	160	105	53
Local electric utility		73.8	85.2	73.0	62.6	87.2	55.3	73.2	73.5	68.9	72.9	75.0	77.6	61.5	87.0
New electric generation company		4.7	8.3	2.0	2.8	4.0	8.5	3.8	4.4	5.4	4.3	5.2	4.2	4.7	6.3
Unsure who to call		12.5	1.9	18.0	19.6	6.9	24.3	12.3	12.8	15.7	14.6	9.6	12.4	18.1	1.5
Don't know/no answer		9.0	4.6	7.0	15.0	2.0	11.9	10.7	9.2	10.0	8.1	10.2	5.8	15.8	5.1

Critical Insights, Inc.; Portland, Maine

Ratings of effectiveness of various communications media (Q. 17)
 (Seven-point scale: 1 = "not effective at all;" 7 = "very effective")

	Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
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	TOTAL	Southern	Central/ Mid- Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE BASE SIZE	317	121	81	116	55	52	187	220	60	181	136	160	105	53
Regional public in- formational meetings	5.7	4.9	5.9	6.3	4.5	6.0	5.9	5.7	5.5	5.4	6.0	5.2	6.0	6.1
A letter or mailing to your business	5.6	6.2	5.3	5.1	5.8	5.1	5.5	5.6	5.3	5.5	5.7	5.6	5.2	6.2
A toll-free (1-800) telephone number	5.4	5.0	5.7	5.7	4.8	5.5	5.5	5.5	5.1	5.3	5.5	5.2	5.7	5.7
Newspaper articles	5.2	4.3	5.4	6.1	4.0	5.4	5.6	5.3	5.3	4.9	5.6	4.9	5.8	5.1
Television news	5.1	4.3	5.2	5.7	4.5	5.3	5.3	5.2	5.0	4.9	5.3	4.7	5.6	4.9
Television commercials	4.7	4.3	4.8	4.9	4.8	4.6	4.7	4.7	4.5	4.6	4.7	4.4	5.2	4.4
Public-access television program	4.5	4.0	4.6	4.8	4.3	4.4	4.4	4.6	4.3	4.4	4.5	4.2	4.7	4.6
Newspaper advertise- ments	4.5	4.1	4.6	4.8	4.2	4.3	4.6	4.5	4.6	4.2	4.8	4.3	4.9	4.3
A website on the Internet	4.4	3.7	4.4	5.1	3.5	4.3	4.8	4.5	4.4	4.0	4.9	4.0	4.9	4.4
Brochures via empo- yers, schools, etc.	4.3	2.9	4.5	5.7	3.0	4.9	4.8	4.5	4.4	3.9	4.9	3.8	5.3	3.9
Flyer included with monthly bill	3.8	2.8	3.9	4.7	3.8	4.1	4.0	4.1	3.9	3.6	4.1	3.4	4.4	3.8

Critical Insights, Inc.; Portland, Maine

Ratings of likelihood of attending meeting at/held by... (Q. 18)
 (Seven-point scale: 1 = "not likely at all;" 7 = "very likely")

SAMPLE BASE SIZE	Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
	-----				-----			-----		-----		-----		
	TOTAL	Southern	Central/ Mid- Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
	317	121	81	116	55	52	187	220	60	181	136	160	105	53
Local Chamber of Commerce	4.1	3.8	4.3	4.3	3.3	4.0	4.2	4.0	4.0	3.6	4.8	3.8	4.3	4.6
Small business advocate groups	4.0	3.6	4.2	4.1	3.3	4.3	4.0	3.9	3.9	3.7	4.3	3.8	4.3	4.0
Maine Public Utilities Commission	3.7	2.7	4.0	4.4	3.1	3.8	3.8	3.8	3.4	3.3	4.2	3.1	4.0	4.6
Maine Chamber & Business Alliance	3.6	3.5	3.8	3.6	3.2	3.6	3.7	3.5	3.6	3.2	4.2	3.4	3.7	4.0
Rotary	2.6	2.4	2.7	2.6	1.6	2.9	2.7	2.4	2.8	2.3	2.9	2.5	2.6	2.5

"Have you been approached about joining with other commercial users of electricity to increase your buying power by aggregating your needs and resources?" (Q. 19)

SAMPLE BASE SIZE	Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
	-----				-----			-----		-----		-----		
	TOTAL	Southern	Central/ Mid- Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
	317	121	81	116	55	52	187	220	60	181	136	160	105	53
No	96.0	93.5	98.0	97.2	100.0	100.0	93.7	96.0	100.0	99.4	91.5	98.6	97.4	85.3
Yes	3.7	6.5	1.0	2.8	0.0	0.0	6.3	4.0	0.0	0.6	7.9	1.4	1.8	14.7
Don't know/not sure	0.3	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.8	0.0

Critical Insights, Inc.; Portland, Maine

"Have you formed any association or joined with other commercial users of electricity to increase your buying power by aggregating your needs and resources?" (Q. 20)

	Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
	-----				-----			-----		-----		-----		
	TOTAL	Southern	Central/ Mid- Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE BASE SIZE	316	121	81	115	55	52	186	220	59	181	135	160	104	53
No	97.6	96.3	99.0	98.1	100.0	100.0	96.0	98.0	100.0	99.4	95.3	99.3	98.1	91.6
Yes	2.4	3.7	1.0	1.9	0.0	0.0	4.0	2.0	0.0	0.6	4.7	0.7	1.9	8.4

"How likely would you be to join with other commercial users of electricity to increase your buying power by aggregating your needs and resources? Would you be..." (Q. 21)

	Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
	-----				-----			-----		-----		-----		
	TOTAL	Southern	Central/ Mid- Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE BASE SIZE	313	119	80	114	55	52	183	217	60	180	133	159	104	50
Very likley to join such a group	8.5	14.0	7.1	3.8	6.1	11.0	8.6	9.9	3.7	7.8	9.6	9.3	6.4	10.5
Somewhat likely to join such a group	29.6	37.4	30.3	21.0	34.4	23.6	27.5	28.0	33.1	29.6	29.6	26.7	31.5	34.9
Not very likely to join such a group	18.5	24.3	17.2	13.3	26.9	16.7	17.2	20.2	11.8	19.0	17.8	24.8	11.8	12.6
Not at all likely to join such a group	15.9	15.9	14.1	17.1	16.8	15.6	15.1	15.2	19.6	21.3	8.6	20.0	11.6	11.9
Don't know/no answer	27.5	8.4	31.3	44.8	15.8	33.2	31.6	26.8	31.8	22.3	34.4	19.2	38.7	30.2

Critical Insights, Inc.; Portland, Maine

"Have you or your company done any of the following things to assist in your management of electric energy..." (Q. 22)

	Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
	TOTAL	Southern	Central/ Mid-Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE BASE SIZE	317	121	81	116	55	52	187	220	60	181	136	160	105	53
Participated in a co generation agreement	1.3	0.9	1.0	1.9	2.0	0.0	1.6	1.5	0.0	0.6	2.2	0.7	0.8	4.1
Relied on alterna- tive fuels(wood,etc)	0.4	0.9	0.0	0.0	0.0	0.0	0.6	0.5	0.0	0.0	0.8	0.7	0.0	0.0

Critical Insights, Inc.; Portland, Maine

"What special needs to you have regarding electric issues that we have not already discussed?" (Q. 23)

	Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
	TOTAL	Southern	Central/ Mid-Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE BASE SIZE	317	121	81	116	55	52	187	220	60	181	136	160	105	53
Sufficient education honest communication	18.9	4.6	23.0	30.8	2.0	25.5	23.8	21.0	14.3	16.9	21.5	15.6	27.9	10.8
Concern about rates	11.6	8.3	13.0	14.0	7.0	13.4	12.8	11.6	12.5	10.0	13.8	10.1	15.0	9.2
Services needs met, recover from outages	11.5	18.5	8.0	6.5	7.0	5.8	14.5	9.4	11.9	9.0	14.8	12.3	12.8	6.3
Lower costs	8.2	9.3	9.0	6.5	7.5	7.9	9.5	6.7	13.2	7.5	9.1	10.3	8.0	2.1
Needs will arise over time	3.9	7.4	3.0	0.9	2.0	1.5	5.0	4.6	0.0	2.9	5.3	4.7	2.9	3.7
Phone solicitations	1.4	0.0	3.0	1.9	0.0	1.5	2.0	1.7	1.3	1.5	1.4	1.0	2.8	0.0
We use Canadian power. How affect us?	1.0	0.0	0.0	2.8	0.0	0.0	1.7	1.5	0.0	0.0	2.4	0.0	0.0	6.2
Scam companies soliciting for power	0.3	0.0	0.0	0.9	0.0	2.1	0.0	0.5	0.0	0.6	0.0	0.7	0.0	0.0
Why businesses pay more than resident'l	0.3	0.0	1.0	0.0	0.0	0.0	0.4	0.0	1.3	0.0	0.6	0.0	0.8	0.0
Done	27.3	25.9	35.0	23.4	47.3	36.6	18.1	26.0	27.7	34.5	17.7	32.6	18.1	29.5
Don't know/no answer	22.3	36.1	11.0	15.9	29.2	11.5	20.2	22.7	24.1	22.8	21.6	20.4	19.5	33.8

Critical Insights, Inc.; Portland, Maine

County of respondent's business location (Q. 26)

COUNTY	TOTAL	Region			Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
		Southern	Central/ Mid-Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE BASE SIZE	317	121	81	116	55	52	187	220	60	181	136	160	105	53
Androscoggin	4.8	0.0	19.0	0.0	8.8	3.1	3.5	4.1	6.7	4.0	6.0	5.6	3.9	4.6
Aroostook	7.8	0.0	0.0	21.5	0.0	16.5	8.7	9.4	5.4	6.6	9.5	6.1	11.3	6.2
Cumberland	19.7	51.9	0.0	0.0	28.3	12.8	17.3	18.3	25.8	22.2	16.4	20.3	9.6	38.2
Franklin	1.5	0.0	6.0	0.0	1.5	3.1	1.3	0.0	8.0	0.9	2.4	2.0	1.5	0.0
Hancock	5.1	0.0	0.0	14.0	2.0	4.1	6.9	4.4	7.2	3.6	7.2	3.4	9.3	2.1
Kennebec	6.6	0.0	26.0	0.0	11.7	7.7	4.3	7.4	4.0	8.5	4.2	8.1	3.9	7.7
Knox	2.3	0.0	9.0	0.0	0.0	1.5	3.5	1.1	8.0	1.3	3.6	1.5	3.1	3.1
Lincoln	1.8	0.0	7.0	0.0	4.4	3.1	0.4	1.5	1.3	2.7	0.6	3.0	0.8	0.0
Oxford	3.1	0.0	12.0	0.0	0.0	7.7	3.0	2.9	5.4	3.1	3.0	2.0	5.4	1.5
Penobscot	16.0	0.0	0.0	43.9	7.8	16.5	17.3	19.2	7.2	17.3	14.3	12.9	19.6	18.5
Piscataquis	2.0	0.0	0.0	5.6	7.8	0.0	1.2	2.5	1.8	3.0	0.8	3.4	0.0	2.1
Sagadahoc	4.2	11.1	0.0	0.0	16.2	6.4	0.6	6.1	0.0	6.2	1.6	6.3	3.2	0.0
Somerset	3.3	0.0	13.0	0.0	0.0	1.5	5.2	4.8	0.0	3.6	3.0	2.5	5.4	1.5
Waldo	2.0	0.0	8.0	0.0	1.5	3.1	2.2	1.8	2.7	1.8	2.4	2.0	3.1	0.0
Washington	5.5	0.0	0.0	15.0	0.0	2.1	8.7	7.4	1.8	1.8	10.3	2.0	8.3	10.3
York	14.1	37.0	0.0	0.0	10.1	10.7	16.1	9.1	14.8	13.5	14.8	18.9	11.7	4.2

Critical Insights, Inc.; Portland, Maine

Respondent's position in business or organization (Q. 27)

	Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
	TOTAL	Southern	Central/ Mid-Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE BASE SIZE	317	121	81	116	55	52	187	220	60	181	136	160	105	53
Owner	42.5	60.2	41.0	25.2	76.1	48.2	31.0	39.9	43.2	54.0	27.3	84.4	0.0	0.0
General/Ops Manager	33.0	21.3	35.0	43.9	11.5	35.7	39.2	32.6	36.0	24.8	44.0	0.0	100.0	0.0
President	7.8	0.0	12.0	13.1	4.9	12.4	8.4	9.5	3.1	11.5	3.0	15.6	0.0	0.0
Energy Manager	0.6	0.0	1.0	0.9	0.0	0.0	1.0	0.0	3.1	0.0	1.4	0.0	0.0	3.6
Other position	16.0	18.5	11.0	16.8	7.5	3.7	20.5	18.1	14.6	9.7	24.3	0.0	0.0	96.4

Critical Insights, Inc.; Portland, Maine

Business classification (Q. 28)

	Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
	TOTAL	Southern	Central/ Mid-Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE BASE SIZE	317	121	81	116	55	52	187	220	60	181	136	160	105	53
Small business (20 or fewer empl.)	57.1	63.0	58.0	50.5	92.5	81.8	39.6	62.7	45.5	100.0	0.0	74.2	43.0	33.5
Commercial (hotel, motel, restaurant)	18.1	14.8	22.0	18.7	6.0	13.0	23.3	14.5	26.6	0.0	42.1	14.8	28.2	7.8
Non-industrial large business (over 20)	10.9	10.2	6.0	15.0	0.0	3.7	15.6	11.4	5.0	0.0	25.3	5.5	18.1	12.5
Industrial (plant, factory)	6.0	5.6	6.0	6.5	0.0	0.0	9.6	4.7	10.8	0.0	14.1	3.1	7.8	11.4
Institution (hospi- tal, school, etc.)	5.6	5.6	3.0	7.5	1.5	0.0	9.1	5.4	6.3	0.0	13.1	1.2	0.0	30.2
Commercial residen- tial (aparts, condo)	1.5	0.9	3.0	0.9	0.0	0.0	1.9	0.7	3.1	0.0	3.4	1.2	1.8	1.5
Other	0.9	0.0	2.0	0.9	0.0	1.5	1.0	0.5	2.7	0.0	2.0	0.0	1.0	3.1

Critical Insights, Inc.; Portland, Maine

"Who currently supplies your electricity? That is, to whom do you now pay your electric bill?" (Q. 29)

	Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
	TOTAL	Southern	Central/ Mid-Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE BASE SIZE	317	121	81	116	55	52	187	220	60	181	136	160	105	53
Central Maine Power Company	65.0	97.2	98.0	8.4	86.7	62.8	58.6	59.2	77.2	70.1	58.2	75.1	50.7	63.0
Bangor Hydro-Electric Company	22.8	0.0	0.0	62.6	7.8	20.7	27.7	26.1	16.1	20.3	26.3	15.6	34.0	22.6
Maine Public Service Company	7.5	0.0	0.0	20.6	0.0	16.5	8.1	8.9	5.4	6.6	8.8	6.1	11.3	4.1
Other company	4.3	2.8	2.0	7.5	5.5	0.0	5.1	5.3	1.3	3.0	6.0	3.3	2.9	10.3
Don't know/no answer	0.3	0.0	0.0	0.9	0.0	0.0	0.6	0.5	0.0	0.0	0.8	0.0	1.0	0.0

Critical Insights, Inc.; Portland, Maine

Average bill for company's or organization's electricity (Q. 30)

	Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
	TOTAL	Southern	Central/ Mid-Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE BASE SIZE	317	121	81	116	55	52	187	220	60	181	136	160	105	53
Under \$100	7.6	13.9	5.0	2.8	43.5	0.0	0.0	9.6	3.6	13.3	0.0	13.0	2.1	2.1
\$100 to \$199	9.8	11.1	14.0	5.6	56.5	0.0	0.0	9.9	14.0	14.9	3.0	15.1	4.0	5.7
\$200 to \$399	16.5	13.0	20.0	17.8	0.0	100.0	0.0	18.5	13.2	23.6	7.0	19.9	17.9	3.7
\$400 to \$999	29.7	26.9	27.0	34.6	0.0	0.0	50.3	29.8	29.4	34.0	24.0	29.7	36.0	17.3
\$1,000 to \$2,499	13.6	9.3	14.0	17.8	0.0	0.0	23.0	11.4	21.2	4.2	26.0	7.8	22.3	13.6
\$2,500 and over	15.8	16.7	13.0	16.8	0.0	0.0	26.7	15.7	18.6	2.7	33.2	8.7	11.7	45.6
Don't know/no answer	7.0	9.3	7.0	4.7	0.0	0.0	0.0	5.2	0.0	7.3	6.7	6.0	6.1	12.0

Critical Insights, Inc.; Portland, Maine

Electric power charges as a percentage of total operating budget (Q. 31)

	Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
	TOTAL	Southern	Central/ Mid-Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE BASE SIZE	317	121	81	116	55	52	187	220	60	181	136	160	105	53
Less than 5%	69.2	61.1	64.0	81.3	77.3	77.4	66.6	100.0	0.0	76.0	60.2	67.8	68.2	75.5
5 to 9%	14.2	13.0	23.0	9.3	13.9	8.9	17.5	0.0	74.5	9.2	20.8	12.5	16.6	14.6
10 to 14%	1.9	3.7	2.0	0.0	2.0	0.0	2.7	0.0	10.1	1.8	2.0	1.2	2.1	3.7
15 to 19%	0.7	0.9	0.0	0.9	0.0	4.2	0.0	0.0	3.6	1.2	0.0	1.4	0.0	0.0
20 to 24%	0.9	0.9	1.0	0.9	3.4	2.1	0.0	0.0	5.0	1.7	0.0	1.2	1.0	0.0
25 to 29%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
30 to 39%	0.9	0.9	1.0	0.9	0.0	0.0	1.6	0.0	5.0	0.6	1.4	0.5	1.0	2.1
40 to 49%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
50% and over	0.4	0.9	0.0	0.0	0.0	0.0	0.6	0.0	1.8	0.6	0.0	0.7	0.0	0.0
Don't know/no answer	11.7	18.5	9.0	6.5	3.4	7.4	11.1	0.0	0.0	8.8	15.6	14.6	11.1	4.2

Critical Insights, Inc.; Portland, Maine

Gender of respondent (Q. 32)

	Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
	-----				-----			-----		-----		-----		
	TOTAL	Southern	Central/ Mid- Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE BASE SIZE	317	121	81	116	55	52	187	220	60	181	136	160	105	53
Male	60.6	65.7	54.0	59.8	57.4	56.2	62.7	62.4	56.1	57.8	64.2	64.7	47.9	73.4
Female	39.4	34.3	46.0	40.2	42.6	43.8	37.3	37.6	43.9	42.2	35.8	35.3	52.1	26.6

Length of interview (Q. 33)

	Region				Average monthly power cost			Power cost as a percent of budget		Business Classification		Respondent's title		
	-----				-----			-----		-----		-----		
	TOTAL	Southern	Central/ Mid- Coast	Northern/ Downeast	Under \$200	\$200 to \$399	\$400 and over	Less than 5%	5% and over	Small business	Larger/ comm'l/ industry	Owner/ Pres'dnt	General/ Operation Manager	Other
SAMPLE BASE SIZE	317	121	81	116	55	52	187	220	60	181	136	160	105	53
Minutes	17.2	17.0	17.5	17.2	17.4	17.2	17.2	17.2	17.4	17.0	17.5	17.3	17.3	16.6

Critical Insights, Inc.; Portland, Maine



Questionnaire

1 2 3 4 5 6

COMMERCIAL SURVEY

Good morning/afternoon/evening, my name is _____ and I'm calling today from Critical Insights, a Portland-based public opinion research firm. We're conducting a survey among Maine's business and commercial leaders concerning important issues facing our state. I'd like to ask you a series of questions. Your opinions will be kept completely confidential and you will not be solicited in any way. This will not take more than a few minutes of your time.

1. As far as you know, is the way you and your company or organization buy electricity in the future going to change?

7 - 1. Yes
2. No

3. (*DO NOT READ*) Don't know/Refused/no answer

2. Actually, in the near future, there *will* be changes in the way you and your company or organization buy electricity. Will you be responsible or will you share responsibility for making decisions regarding the way you buy electricity for your company or organization?

YES
NO

CONTINUE

**ASK TO SPEAK TO APPROPRIATE
PERSON; REPEAT INTRODUCTION;
SCHEDULE CALL-BACK IF
NECESSARY**

3. Do you, any member of your family, or any close relative currently work or have an affiliation with an energy marketing company or an electric utility, a market research firm, or advertising agency? Are you or is any member of your family involved in journalism (print or media)?

YES
NO

**TERMINATE INTERVIEW
CONTINUE**

4. As I mentioned earlier, in the near future, there will be changes in the way you buy electricity. How much have you heard about the choices that will be available to you? How well informed are you about the changes that will affect the way in which you will purchase electricity?

- 8 - 1. Very well informed 3. Not very well informed
 2. Fairly well informed 4. Not at all informed
 5. (*DO NOT READ*) Don't know/Refused/no answer

5. In your own words, please describe the upcoming changes that you expect to see in the way you buy electricity and the choices that you will have. *PROBE AND CLARIFY COMPLETELY.*

9 - 10

11 - 12

13 - 14

The changes are intended to bring competition and customer choice to the electric utility industry in Maine. As it now stands, electric service consists of two parts: The generation of electrical power at power plants and the distribution of power — actually moving the electricity through power lines from the generating power plant to your home. Under the new structure, you will be able to choose among competing electric generation companies to supply you with electrical power.

6. Assuming that there will be a number of differences, including price and other features, among the various electric generation companies, how likely would you be to explore the various alternatives? Would you be...

- 15 - 1. Very likely 3. Not very likely
 2. Somewhat likely 4. Not at all likely
 5. (*DO NOT READ*) Don't know/Refused/no answer

7. As a result of the changes in the way you buy electricity, would you expect your company's or organization's monthly bill to...

- 16 - 1. Increase by a large amount
 2. Increase by a small amount
 3. Remain the same
 4. Decrease by a small amount
 5. Decrease by a large amount
 6. (*DO NOT READ*) Don't know/Refused/no answer

8. Assuming that your monthly electric bill would go DOWN, how much of a savings in your electric bill would it take to cause you to switch to another electric generation company?

(*Instruct respondent to indicate percent savings between 0% and 99%*)

ANTICIPATED SAVINGS _____%

17 - 18

9. If the electric generation company you were considering were associated with a local utility, such as Central Maine Power Company, Bangor Hydro-Electric, or Maine Public Service Company, how would that affect your decision which to choose? Would it...
- 19 -
1. Make you much more likely to choose that electric generation company
 2. Make you somewhat more likely to choose that electric generation company
 3. Make you somewhat less likely to choose that electric generation company
 4. Make you much less likely to choose that electric generation company
 5. *(DO NOT READ)* Don't know/Refused/no answer

10. In general, what kind of an impact do you think electric restructuring will have on the residents of Maine?

20 - 21

22 - 23

24 - 25

11. Thinking about how things will be under the new structure, I am going to read you a list of specific issues about which you may or may not be concerned. I would like you to tell me how much you are concerned about each one. Please use a seven point scale for your rating, where a "7" means that this issue is of great concern to you, a "1" means that it is not of any concern at all, and a "4" means a moderate amount of concern. Of how much concern is *(START WITH RED X'D ITEM)*? And of how much concern is: *(CONTINUE UNTIL ALL ITEMS HAVE BEEN ASKED)*.

		<u>OF NO CONCERN AT ALL</u>			<u>OF GREAT CONCERN</u>				
()	Reliability of electrical service	26 -	1	2	3	4	5	6	7
()	Price fluctuations up or down	27 -	1	2	3	4	5	6	7
()	Environmentally friendly electricity supply	28 -	1	2	3	4	5	6	7
()	Quick restoration of electricity after outages	29 -	1	2	3	4	5	6	7
()	Confusing advertising from new electric generation companies	30 -	1	2	3	4	5	6	7
()	Insufficient information from electric generation companies to allow you to make an intelligent choice	31 -	1	2	3	4	5	6	7
()	Information from the new vendors about energy conservation plans	32 -	1	2	3	4	5	6	7
()	Electric quality (power surges, voltage fluctuations)	33 -	1	2	3	4	5	6	7

12. How much extra would you be willing to pay to receive electricity generated from an environmentally clean fuel supply, such as wind power, solar, or water power? Would you...
- 34 -
1. Be willing to pay much more than you currently pay
 2. Be willing to pay slightly more than you currently pay
 3. Be not willing to pay any more than you currently pay
 4. *(DO NOT READ)* Don't know/Refused/no answer

13. Next, I would like to read you a list of statements about electric restructuring. They may be either true or false. Based on what you know or expect concerning this subject, please tell me whether you believe each statement is true or false. Or you may say that you are “unsure” or truly “don’t know.” *(START WITH RED X'D ITEM. CONTINUE TO ASK ABOUT ITEMS UNTIL ALL HAVE BEEN RATED.)*

		<u>True</u>	<u>False</u>	<u>Unsure/DK</u>
()	If a customer does not switch to one of the new electric generation companies, that customer will continue to deal only with their local utility.	35 - 1	2	3
()	Under the new structure, the price of electricity is guaranteed to be lower than the price you pay today.	36 - 1	2	3
()	Under the new structure, the cost to transmit and deliver electricity to your home or business will continue to be regulated by the Public Utilities Commission.	37 - 1	2	3
()	Customers can choose to continue to receive electricity in the same way as before by not switching to one of the new competitive electric generation companies.	38 - 1	2	3
()	Under the new structure, the new competitive electric generating companies will be responsible for repairs of poles and power lines following an outage.	39 - 1	2	3
()	In order to switch to one of the new competitive electric generating companies, customers must first notify their current local utility company.	40 - 1	2	3
()	If a customer does not switch to one of the new electric generating companies, a provider will be chosen for you.	41 - 1	2	3
()	Once a provider has been chosen for a customer, that customer is NOT able to switch to one of the new competitive electric generation companies.	42 - 1	2	3

14. When do you believe the new system will be implemented? Will it occur...

- 43 -
1. Before the end of 1998
 2. First half of 1999
 3. Second half of 1999
 4. First half of 2000
 5. Second half of 2000
 6. Later than 2000
 7. *(DO NOT READ)* Don’t know/Refused/no answer

15. As we discussed earlier, electric power has two basic components — the generation or creation of the electricity (the power plant) and the distribution of the electricity (the poles and transmission distribution lines). What percentage of your month electric bill do you think goes toward *generation* of electricity?

(Instruct respondent to indicate percent of bill between 0% and 99%)

- 44 -
1. GAVE PERCENTAGE
 2. Unsure
 3. *(DO NOT READ)* Don’t know/Refused/no answer

GENERATION PERCENTAGE _____%

16. Under the new structure, if your electricity went out, who would you call? Would you call...

- 47 -
1. Your new electric generation company (the company that generates the power)
 2. Your local electric utility (the company that distributes the power)
 3. *(DO NOT READ)* Unsure who to call
 4. *(DO NOT READ)* Don't know/Refused/no answer

17. I am going to read you a list of various ways you might be informed about the changes in the electrical power industry. I would like you to tell me how effective each would be. Please use a seven point scale for your rating, where a "7" means that the method would be very effective, a "1" means that it would not be effective at all, and a "4" means neutral effectiveness. How effective is... *(START WITH RED X'D ITEM)?* And how effective is: *(CONTINUE UNTIL ALL ITEMS HAVE BEEN ASKED)*.

		<u>NOT EFFECTIVE AT ALL</u>				<u>VERY EFFECTIVE</u>			
()	A letter or mailing to your business	48 -	1	2	3	4	5	6	7
()	Flyer included with monthly bill	49 -	1	2	3	4	5	6	7
()	Newspaper articles	50 -	1	2	3	4	5	6	7
()	Television news	51 -	1	2	3	4	5	6	7
()	Newspaper advertisements	52 -	1	2	3	4	5	6	7
()	Television commercials	53 -	1	2	3	4	5	6	7
()	A toll-free (1-800) telephone number	54 -	1	2	3	4	5	6	7
()	Public-access television program	55 -	1	2	3	4	5	6	7
()	A website on the Internet	56 -	1	2	3	4	5	6	7
()	Regional public information meetings	57 -	1	2	3	4	5	6	7
()	Brochures via employers, schools, libraries, town offices	58 -	1	2	3	4	5	6	7

18. Using the same seven point scale we've been using, how likely would you be to attend a meeting sponsored by or held at... *(START WITH RED X'D ITEM)?* How about: *(CONTINUE UNTIL ALL ITEMS HAVE BEEN ASKED)*.

		<u>NOT LIKELY AT ALL</u>				<u>VERY LIKELY</u>			
()	Maine Chamber & Business Alliance	59 -	1	2	3	4	5	6	7
()	Local Chamber of Commerce.	60 -	1	2	3	4	5	6	7
()	Maine Public Utilities Commission (PUC)	61 -	1	2	3	4	5	6	7
()	Small business advocate groups	62 -	1	2	3	4	5	6	7
()	Rotary	63 -	1	2	3	4	5	6	7

19. Have you been approached about joining with other commercial users of electricity to increase your buying power by aggregating your needs and resources?

- 64 -
1. Yes
 2. No
 3. Don't know/ we may have
 4. *(DO NOT READ)* Don't know/Refused/no answer

20. Have you formed any association or joined with other commercial users of electricity to increase your buying power by aggregating your needs and resources?

65 - 1. Yes *SKIP NEXT QUESTION*
2. No
3. Don't know/ we may have
4. (*DO NOT READ*) Don't know/Refused/no answer

21. How likely would you be to join with other commercial users of electricity to increase your buying power by aggregating your needs and resources? Would you be...

66 - 1. Very likely to join a such a group
2. Somewhat likely to join a such a group
3. Not very likely to join a such a group
4. Not at all likely to join a such a group
5. (*DO NOT READ*) Don't know/Refused/no answer

22. Have you and your company or organization done any of the following things to assist in your management of electric energy... *READ CHOICES...*

67 - 1. Participated in a co-generation agreement
68 - 1. Relied on alternative fuels (propane, wood) for electrical generation
69 - 1. (*DO NOT READ*) Don't know/Refused/no answer

23. What special needs do you have regarding electric restructuring issues that we have not already discussed? Anything else? (*PROBE AND CLARIFY COMPLETELY*)

70 - 71

72 - 73

74 - 75

24. What is your U. S. Postal Service zip code? ZIP CODE: _____

76-77-78-79-80

25. In what city or town is your business or organization located?
TOWN: _____

26. In what county is your business or organization located?
COUNTY (*USE CODE BELOW*): _____

81 - 82

01 - Androscoggin	05 - Hancock	09 - Oxford	13 - Somerset
02 - Aroostook	06 - Kennebec	10 - Penobscot	14 - Waldo
03 - Cumberland	07 - Knox	11 - Piscataquis	15 - Washington
04 - Franklin	08 - Lincoln	12 - Sagadahoc	16 - York
			17 - <i>Don't know/refused</i>

27. What is your position with your business or organization? *READ LIST*
83 - 1. Owner
2. President
3. General Manager, Operations Manager
4. Energy Manager
5. Other position: (*SPECIFY:* _____)
6. (*DO NOT READ*) Don't know/Refused/no answer
28. Do you consider your business or organization do be...? *READ LIST*
84 - 1. Small business (20 or fewer employees)
2. Non-industrial large business (more than 20 employees)
3. Institution (hospital, school, etc.)
4. Commercial (hotel, motel, restaurant)
5. Industrial (plant, factory)
6. Commercial residential (apartment building, condo associations, etc.)
7. Other description: (*SPECIFY:* _____)
8. (*DO NOT READ*) Don't know/Refused/no answer
29. Who currently supplies your business's electricity? That is, to whom do you now pay your electric bill?
85 - 1. Central Maine Power Company
2. Bangor Hydro-Electric Company
3. Maine Public Service Company
4. Other company (*SPECIFY:* _____)
5. (*DO NOT READ*) Don't know/Refused/no answer
30. What do you currently pay per month, on average, for your company's or organization's electricity? Do you pay...*READ CHOICES...*
87 - 1. Under \$100 3. \$200 to \$399 5. \$1,000 to \$2,499
2. \$100 to \$199 4. \$400 to \$999 6. \$2,500 and over
7. (*DO NOT READ*) Don't know/Refused/no answer
31. Considering your total operating costs, what percentage does electricity comprise? *READ CHOICES...*
88 - 1. Less than 5% 4. 15 to 19% 7. 30 to 39%
2. 5 to 9% 5. 20 to 24% 8. 40 to 49%
3. 10 to 14% 6. 25 to 29% 9. 50% and over
10. (*DO NOT READ*) Don't know/Refused/no answer
32. *INTERVIEWER OBSERVE:* 89 - 1. Male 2. Female
33. *LENGTH OF INTERVIEW:* _____ minutes

90 - 91

**THOSE ARE ALL THE QUESTIONS I HAVE FOR YOU NOW;
YOU HAVE BEEN VERY HELPFUL; THANK YOU VERY MUCH.**